

**UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

Optimize Technology Solutions, LLC,

Plaintiff,

v.

Staples, Inc., *et al.*,

Defendants.

Civil Action No. 2:11-cv-00419-JRG

NOTICE OF APPEARANCE OF COUNSEL

Defendants Staples, Inc., Dillard's, Inc., drugstore.com, Inc., and J. C. Penney Company, Inc. ("Defendants"), file this Notice of Appearance, and hereby notify the Court that Eric H. Findlay, of the law firm Findlay Craft, LLP, 6760 Old Jacksonville Hwy, Suite 101, Tyler, TX 75703, Telephone (903) 534-1100, Fax (903) 534-1137, E-mail: efindlay@findlaycraft.com has entered this action as counsel for Apple Inc. In connection with this notice, Mr. Findlay requests that all future pleadings and other papers filed under Fed. R. Civ. P. 5 be served on him at the above address and contact information.

Dated: April 17, 2013

Respectfully submitted,

By: /s/ Eric H. Findlay

Eric H. Findlay

State Bar No. 00789886

Findlay Craft, LLP

6760 Old Jacksonville Hwy

Suite 101

Tyler, TX 75703

(903) 534-1100

(903) 534-1137 FAX

efindlay@findlaycraft.com

CERTIFICATE OF SERVICE

I hereby certify that on April 17, 2013, I electronically filed the foregoing **NOTICE OF APPEARANCE OF COUNSEL** with the Clerk of the Court using the CM/ECF system which will send notification of such filing *via* electronic mail to all counsel of record.

/s/ Eric H. Findlay

Eric H. Findlay